

Inaugural Chief Digital Officer Summit Sells Out

To Handle Demand, Organizers Announce Free Live Stream via Brightcove Inc.



NEW YORK, Feb. 21, 2013 /PRNewswire/ -- Organizers for the inaugural Chief Digital Officer Summit have announced that sales have exceeded expectations, and last week, the Summit completely sold out of tickets.

The Summit will be held on February 28, 2013 at Thomson Reuters located at 3 Times Square in New York City, NY.

To handle the overwhelming demand for access, conference officials announced a sponsorship from Brightcove Inc. as the official video platform provider. Their streaming video player will now bring the conference proceedings to audiences around the world, at no charge.

The Brightcove video player for the event can be found at <http://www.cdosummit.com/livestream> (<http://www.cdosummit.com/livestream>).

To manage social media, event organizers have also announced a partnership with Lux Digital, a New York-based agency that provides leaders in the public, private, and social sectors with online strategies which create measurable impact and deep engagement.

Twitter users can follow the Summit by following <http://Twitter.com/BeTheMedia> (<http://twitter.com/BeTheMedia>) or via the hashtag #CDOSummit.

Teddy Goff, most recently the Digital Director for President Barack Obama's re-election campaign, is the featured speaker.

Goff oversaw more than 200 people who collectively raised more than \$690 million, and generated more than 133 million video views. He built Facebook and Twitter followings of more than 45 and 33 million people respectively, and registered more than a million voters online. He also ran the largest online advertising program in political history and built groundbreaking tools for online fundraising and campaigning. Goff organized hundreds of thousands of volunteers and events through their proprietary organizing platform, Dashboard.

Goff's closing keynote will share best practices from his management of President Obama's digital marketing campaign that included social media, mobile media, and micro-targeting. The digital strategies used by the Obama campaign under Goff's direction were extremely successful and widely credited as being a key factor in the President's election in 2008 and re-election in 2012.

The event also features keynotes by Vivian Schiller, Senior Vice President and Chief Digital Officer at NBC News, and David Payne, Senior Vice President and Chief Digital Officer of Gannett Co., Inc.

In addition to Goff and the keynotes, the agenda features digital leaders from more than 40 organizations, including Arnold, BBC, Clear Channel, Columbia University, Conde Nast Entertainment, Disney/ABC, Forbes, Harpo Studios, Harvard University, Kaplan Test Prep, Lincoln Center, LiveNation, Oglivy, PBS, Rachael Ray Digital, ReverbNation, Rogers Communications, Simon and Schuster, Universal Music Group, and Wenner Media, among others.

Speakers will share best practices that can be utilized by audience members to help increase competencies in digital, social, and mobile media. Attendees will learn how to implement digital strategies, attract and retain the right talent, use optimal reporting structures, define clear roles and responsibilities, and provide competitive compensation to excel in the digital age.

Gartner Group recently reported that by 2015, 25% of all organizations will have a Chief Digital Officer (CDO). In addition to Brightcove Inc and Lux Digital, the Chief Digital Officer Summit is sponsored by Chadick Ellig, Inc. and MetraTech Corporation.

While the event is sold out, select sponsorship opportunities are still available. For more information, contact info@CDOSummit.com (mailto:info@CDOSummit.com) or visit: <http://ChiefDigitalOfficerSummit.com> (<http://chiefdigitalofficersummit.com/>).

About the Chief Digital Officer Summit

The Chief Digital Officer Summit addresses the challenges and opportunities arising from digital, social, and mobile media. We convene meetings that include some of the best digital strategists and practitioners on earth, in an intimate, open, collegial, and supportive environment that supports learning, knowledge-sharing, and networking.

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